

Whatcom County
Quit Line Data Summary
January 1 - March 31, 2002

	County	State
Number of Calls to Quit Line	N = 124	N = 4,096
Percent of Statewide Calls	3.6%	100.0%
Percent of State Population in County¹	2.8%	100.0%

	County %	State %
Gender	N = 124	N = 3,737
Female	62.1%	61.7%
Male	37.9%	38.3%
Race/Ethnicity	N = 107	N = 3,032
People of Color	4.7%	12.8%
White	95.3%	87.2%
Age	N = 113	N = 3,176
Less than 18 years old	4.4%	2.3%
18 - 24 years old	14.2%	16.2%
25 - 34 years old	22.1%	23.2%
35 - 44 years old	27.4%	27.0%
45 years and older	31.9%	31.4%
Education	N = 114	N = 3,209
Did not graduate high school	23.7%	19.8%
High school graduate	42.1%	33.3%
Some college/vocational school	24.6%	36.9%
College graduate	9.6%	10.0%
Caller Type	N = 119	N = 3,483
General Information	6.7%	10.6%
Health care provider	5.9%	3.4%
Tobacco user	87.4%	86.1%
Payer Type	N = 82	N = 2,167
Insured	40.2%	40.2%
Uninsured	18.3%	25.1%
Medicaid	41.5%	34.7%
Heard About	N = 114	N = 3,110
Past caller	14.9%	12.9%
Employer/worksites	0.9%	1.4%
Health care provider	46.5%	17.0%
Television	7.9%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.9%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	2.6%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	1.7%
Brochure/Newsletter	6.1%	5.2%
Family or friend	18.4%	21.5%
Health Department	1.8%	3.0%
School	0.0%	0.9%